ZENA NEWS

Lead the Change You Want to See

OCTOBER 2026 ZENA CONSULTING

Nonprofit Leadership Conference Comes to Eastern Washington



Zena Consulting
Founder / Owner

I'm presenting at the first *Nonprofit Leaders Conference East* at Eastern Washington University this month. Both of my sessions will explore leadership in rural areas and small towns, where limited resources and close relationships can make collaboration harder but more essential. It's will be my third time speaking at an NPLC event.

Leadership When the Whole Community Has Limited Capacity

Most nonprofits say they're strapped for cash, but scarcity is relative. I'm doing resource development for a client near Forks. A state official who oversees grants supporting nonprofit-business partnerships there described the situation bluntly: *"Many of these local businesses are living on fumes."* And when businesses struggle, local tax revenues fall, leaving more pressure on nonprofits try to fill the gaps.

Plus, rural communities can be more complex than people assume. In Adams County, for example, 2/3 of residents are Hispanic or Latino and speak a 2nd language. This means leaders may have to plan and budget differently to create effective and successful partnerships.

Leading When You Can't Just Walk Away

In communities with only a handful of organizations to turn to, competition and frustration can spill into personal conflict. But ghosting an enemy is trickier in small towns. You may work with that person again soon, or run into them at the grocery store tomorrow.

My sessions will help people look beyond individual disagreements to the systems shaping them, and provide simple tools to solve problems:

1. **Stronger Together:** *Leadership Tools to Communicate and Collaborate Through Conflict*
2. **Beyond IQ:** *Emotional, Cultural & Leadership Intelligence*

Both will offer practical ways to communicate across differences, navigate conflict, and work together better. Call me to learn more.

EVENTS

United States Chamber of Connection

10/15-16
(First!) Connected Cities Summit

Join 250+ connectors from across the USA for two days of planning how to reduce isolation and build better communities. Speakers will include Mayor Wilson and Seth Kaplan. At the National Nordic Museum. SOLD OUT.

10/23
NPLC Eastern Washington / Cheney

Weaving Together is the theme for this event designed to connect leaders, missions, and communities. Register at www.nonprofitleaders.info/2026-conference-east/.

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